

U.S. Serial No. 09/532,755  
Attorney Docket No. PD-990193

This listing of claims will replace all prior versions, and listings of claims in this application:

**LISTING OF CLAIMS:**

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Claims 1-10 (canceled)

Claim 11 (currently amended): The method of claim ~~[[10]]~~ 14, wherein ~~the step of~~ displaying the set of advertisements from the plurality of advertisements includes ~~the step of~~ repeating the display of an advertisement from the set of advertisements at a frequency based on the similarity score of the advertisement.

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Claim 12 (currently amended): The method of claim ~~[[10]]~~ 14, wherein ~~the step of~~ displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes ~~the step of~~ prioritizing the advertisements within the set of advertisements for display based on the similarity scores of the advertisements within the set of advertisements and displaying the advertisements within the set of advertisements in order of priority.

Claim 13 (currently amended): The method of claim ~~[[10]]~~ 14, wherein ~~the step of~~ displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes ~~the step of~~ displaying advertisements having a similarity score greater than a predetermined threshold similarity score.

Claim 14 (previously amended): A method for broadcasting and displaying advertisements comprising:

U.S. Serial No. 09/532,755  
Attorney Docket No. PD-990193

transmitting program guide data and advertising data, wherein the program guide data includes program information that characterizes each of a plurality of television programs and wherein the advertising data includes a plurality of advertisements and advertisement information that characterizes each of the plurality of advertisements;

receiving the program guide data and advertising data;

maintaining a selection history that includes program information associated with television programs selected by a user;

calculating a similarity score for each of the plurality of advertisements received based on a comparison between attributes associated with each of the plurality of advertisements and attributes associated with the selection history;

storing the advertising data and program guide data in a memory, wherein storing advertising data includes storing advertisements having a similarity score greater than a predetermined threshold similarity score and discarding advertisements having a similarity score less than or equal to the predetermined threshold similarity score; and

displaying a set of advertisements from the plurality of advertisements based on the similarity scores.

Claim 15 (canceled)

Claim 16 (currently amended): The method of claim 14, wherein storing the advertising data in the memory includes determining if each of the plurality advertisements received has a similarity score greater than an advertisement from the set of advertisements.

U.S. Serial No. 09/532,755  
Attorney Docket No. PD-990193

Claim 17 (currently amended): The method of claim ~~[[10]]~~ 14, wherein storing the advertising data in the memory includes determining if the memory has sufficient space to store each of the plurality of advertisements.

Claim 18 (currently amended): The method of claim ~~[[10]]~~ 14, wherein storing advertising data includes storing an advertisement beyond a display lifetime associated with the advertisement when the advertisement has a similarity score greater than a predetermined threshold similarity score.

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cont.*  
Claim 19 (currently amended): The method of claim ~~[[10]]~~ 14, wherein displaying the set of advertisements from the plurality of advertisements includes selecting advertisement images associated with each of the plurality of advertisements based on the similarity scores for each of the plurality of advertisements and displaying the selected advertisement images.

Claims 20-25 (canceled)

Claim 26 (previously amended): A system for use in displaying advertisements within an electronic program guide, the system comprising:

a transmitter that broadcasts a plurality of advertisements having a set of advertisement attributes and a plurality of television programs having a set of program attributes;

**U.S. Serial No. 09/532,755**  
**Attorney Docket No. PD-990193**

a receiver that receives and separates the plurality of advertisements from the plurality of television programs;

a memory coupled to the receiver that stores the plurality of advertisements and the set of advertisement attributes;

a controller coupled to the receiver and the memory that stores the set of program attributes in a selection history table in the memory and that identifies a first advertisement based on a correlation between the set of program attributes stored in the selection history table and the advertisement attributes associated with the first advertisement, and wherein the controller stores statistical information in the memory and the statistical information represents the number of times that advertisements are displayed;

a central processing station that receives and processes the statistical information; and

a display that displays the first advertisement within the electronic program guide.

*B1 Cont.*

Claim 27 (original): The system of claim 26, wherein the selection history table includes plurality of selection histories and each of the selection histories contains program attributes associated with television programs selected by one of a plurality of users.

Claim 28 (original): The system of claim 26, wherein the program attributes and the advertisement attributes include category information.

Claim 29 (original): The system of claim 26, wherein the program attributes and the advertisement attributes include key words and phrases.

**U.S. Serial No. 09/532,755**  
**Attorney Docket No. PD-990193**

Claim 30 (original): The system of claim 26, wherein the program attributes and the advertisement attributes include series information.

Claim 31 (original): The system of claim 26, wherein the program attributes and the advertisement attributes include group information.

Claim 32 (original): The system of claim 26, wherein the program attributes and the advertisement attributes include credits information.

Claim 33 (original): The system of claim 26, wherein the program attributes and the advertisement attributes include name information.

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cont.*

Claim 34 (original): The system of claim 26, wherein each of the plurality of advertisements includes an advertising object having attributes characterizing the content of the advertisement and wherein the advertising object points to a content object having advertising content.

Claim 35 (original): The system of claim 34, wherein the content object is a hyper text markup language object.

Claim 36 (original): The system of claim 26, wherein a remote control communicates first and second television programs selected by the user and wherein the receiver identifies an elapsed time between the first television program and the second television program and

U.S. Serial No. 09/532,755  
Attorney Docket No. PD-990193

stores the program attributes associated with the first television program if the elapsed time is within a predetermined time period.

Claim 37 (original): The system of claim 36, wherein the predetermined time period is greater than about 5 minutes and less than about 12 hours.

Claim 38 (original): The system of claim 26, wherein a group of television programs from the plurality of television programs is selected by the user with a remote control, the controller stores the program attributes associated with the group of television programs in the selection history table, the controller calculates a similarity score for each of the plurality of advertisements stored in the memory based on the correlation between the advertisement attributes associated with each of the plurality of advertisements and the program attributes stored in the selection history table, the controller calculates a similarity score for a subsequently received advertisement based on a correlation between advertisement attributes associated with the subsequently received advertisement and the program attributes stored in the selection history table, and the controller identifies and replaces a stored advertisement having the lowest similarity score with the subsequently received advertisements.

Claim 39 (original): The system of claim 38, wherein each of the plurality of advertisements has a plurality of advertisement images and wherein the controller selects an image from the plurality of advertisement images based on similarity score for each of the plurality of advertisements.

U.S. Serial No. 09/532,755  
Attorney Docket No. PD-990193

Claim 40 (original): The system of claim 39, wherein the remote control has a set of image altering buttons that select and modify advertisement images.

Claim 41 (original): The system of claim 40, wherein one of the image altering buttons causes an advertisement image to be enlarged.

Claim 42 (original): The system of claim 40, wherein one of the image altering buttons causes an advertisement image to be reduced.

Claim 43 (original): The system of claim 40, wherein one of the image altering buttons causes an advertisement image to be deleted.

*B1  
cont.*  
Claim 44 (canceled)

Claim 45 (previously amended): A system for receiving and displaying advertisements in an electronic program guide, the system comprising:

a receiver for receiving a plurality of advertisements having advertisement attributes and a plurality of television programs having program attributes;

a memory coupled to the receiver for storing the plurality of advertisements;

a controller coupled to the receiver and the memory that is adapted to store program attributes associated with ones of the plurality of the received television programs selected by a user in a selection history table, wherein the controller is further adapted to calculate a similarity score for each of the received plurality of advertisements based on a correlation between the program attributes in the selection history table and the advertisement attributes

**U.S. Serial No. 09/532,755**  
**Attorney Docket No. PD-990193**

of each of the plurality of advertisements received and wherein the controller is further adapted to determine whether the memory has available storage space for each of the plurality of advertisements upon receipt and to store a predetermined maximum number of advertisements in the memory so that when the number of advertisements within the plurality of advertisements exceeds the predetermined maximum number of advertisements, the controller stores advertisements from the plurality of advertisements having the highest similarity scores; and

a display screen for displaying in the program guide a set of the plurality of advertisements based on the similarity scores.

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Claim 46 (original): The system of claim 45, further including a remote control that communicates to the receiver a television program selected from the plurality of television programs by a user.

Claims 47-48 (canceled)

Claim 49 (previously amended): A system for receiving and displaying advertisements in an electronic program guide, the system comprising:

a receiver for receiving a plurality of advertisements having advertisement attributes and a plurality of television programs having program attributes;

a memory coupled to the receiver for storing the plurality of advertisements;

a controller coupled to the receiver and the memory that is adapted to store program attributes associated with ones of the plurality of the received television programs selected by a user in a selection history table, wherein the controller is further adapted to calculate a



U.S. Serial No. 09/532,755  
Attorney Docket No. PD-990193

similarity score for each of the received plurality of advertisements based on a correlation between the program attributes in the selection history table and the advertisement attributes of each of the plurality of advertisements received, wherein each of the plurality of advertisements stored in the memory has a predetermined lifetime which identifies a time for the controller to discard the advertisement from the memory and wherein the controller is further adapted to retain beyond the predetermined lifetime those of the plurality of advertisements that have a similarity score higher than a cutoff similarity score; and  
a display screen for displaying in the program guide a set of the plurality of advertisements based on the similarity scores.

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Cont.  
Claim 50 (currently amended): The system of claim [[46]] 49, further comprising a central processing station, wherein the remote control is adapted to send the receiver a first request for information in response to the one of the set of the plurality of displayed advertisements and wherein the controller is further adapted to store the first request in the memory and convey the first request to the central processing station.

Claim 51 (original): The system of claim 50, wherein the receiver is uniquely identified by a serial number that identifies the location and user of the receiver and wherein a signal communicating the first request to the central processing station also communicates the receiver serial number to the central processing station.

Claim 52 (original) The system of claim 50, wherein the receiver receives a signal from the central processing station that communicates a processing status for the first request, the receiver is adapted to display a message that communicates the processing status for the

U.S. Serial No. 09/532,755  
Attorney Docket No. PD-990193

first request on the display screen, and the receiver is further adapted to delete the first request from the memory.

Claims 53-58 (canceled)

Claim 59 (new): A method to select advertisements for display comprising:

receiving program guide data and advertising data, the program guide data including program information that characterizes each of a plurality of programs and the advertising data including a plurality of advertisements and advertisement information that characterizes each of the plurality of advertisements;

maintaining a selection history that includes program information associated with ones of the plurality of programs selected by a user;

calculating a similarity score for each of the plurality of advertisements based on a comparison between attributes associated with each of the plurality of advertisements and attributes associated with the selection history;

displaying one or more advertisements from the plurality of advertisements based on one or more of the similarity scores; and

displaying request information associated with the one or more advertisements.

Claim 60 (new): A method as defined in claim 59, wherein displaying the request information associated with the one or more comprises displaying at least one of an order screen to purchase one of a product and a service associated with the one or more advertisements and an order screen to request one of a brochure and a sample associated with the one or more advertisements.

U.S. Serial No. 09/532,755  
Attorney Docket No. PD-990193

Claim 61 (new): A method as defined in claim 59, further comprising receiving at least one user request associated with the one or more advertisements from the user.

Claim 62 (new): A method as defined in claim 59, further comprising transmitting at least one user request responsive to the request information to a processing site.

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cont.*  
Claim 63 (new): A method as defined in claim 59, further comprising receiving an acknowledgement from a processing site in response to transmission of at least one user request responsive to the request information.

Claim 64 (new): A method as defined in claim 59, further comprising displaying status information in response to at least one user request.

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